

VERSION WITH MARKINGS TO SHOW CHANGES MADE

~~76.~~ A method for generating a mask to be combined with video programming, the method comprising:

presenting a billboard group comprising billboard triggers;
 presenting an article group comprising article triggers; and
 inserting one or more of the presented triggers from the billboard group and the article group into a mask template.

~~87.~~ The method of Claim 7, wherein the article triggers are associated with articles stored within a database.

~~98.~~ The method of Claim 7, further comprising associating articles with system users based on one or more previously defined parameters.

~~109.~~ The method of Claim 9, wherein the parameters comprise at least one of an income range, a user location, a user gender, and a user age.

~~110.~~ The method of Claim 7, further comprising combining the result of inserting and storing the combination on non-volatile memory.

~~12.11A~~ A graphic user interface for associating triggers for enhancing programming with video programming comprising:

a database of triggers;
 means for associating one or a plurality of frames within the video programming with a specific trigger; and
 video programming recording means for recording the one or plurality of frames within the video programming along with the associated triggers.

~~13.12.~~ The interface of Claim 12, wherein associating comprises associating a plurality of triggers with the one or plurality of frames.

~~14.13.~~ The interface of Claim 12 wherein associating comprises the selection of a plurality of triggers to fill a plurality of positions on a video viewing screen.

~~15.14.~~ The interface of Claim 14, wherein associating comprises:
 storing a mask of associated triggers at an addressable site on the internet; and



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storing an address for the addressable site in association with the one or plurality of frames.



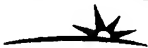
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